What is Claimed is:

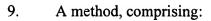
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1. A method, comprising:

a) at a portal to an enclosure, receiving an identity signal from a

transponder;

- b) locating an account, based on the identity signal; and
- c) creating a change in the account.
- 2. Method according to claim 1, wherein the transponder is carried by a person.
- 3. Method according to claim 2, wherein the change in the account is beneficial to the person.
- 4. Method according to claim 1, wherein the identity signal is invisible to third parties.
- 5. Method according to claim 2, wherein no social interaction with the person accompanies locating the account.
 - 6. A method, comprising:
- a) at a portal to an enclosure, receiving an identity signal from a transponder carried by a person; and
 - b) issuing an award to a party identified by the identity signal.
- 7. Method according to claim 6, wherein the party identified is identical to the person.
- 8. Method according to claim 6, wherein the award is accompanied by no social interaction with the person at the time the identity signal is received from the transponder.



- a) maintaining a score of bonus points for a customer;
- b) detecting entry of the customer through a portal; and
- c) in response to the entry, increasing the score.
- 10. Method according to claim 9, wherein the step of detecting entry is accomplished with no social interaction with the customer.
 - 11. Method, comprising:
- a) at a portal to an enclosure, receiving an identity signal from a transponder associated with a person; and
- b) in response to the identify signal, transmitting a message to a location which is accessible by the person.
- 12. Method according to claim 11, wherein the message comprises an e-mail message addressed to the person.
- 13. Method according to claim 11, wherein the message comprises data transmitted to a third party which results in modification of a monetary account of the person.
 - 14. A system, comprising:
- a) means for receiving an identity signal from a transponder at a portal to an enclosure;
 - b) means for locating an account, based on the identity signal; and
 - c) means for creating a change in the account.
 - 15. System according to claim 14, wherein the transponder is carried by a person.

- 16. System according to claim 15, wherein the change in the account is beneficial to the person.
- 17. System according to claim 14, wherein the identity signal is invisible to third parties.
- 18. System according to claim 15, wherein no social interaction with the person accompanies locating the account.
 - 19. A system, comprising:
- a) means for receiving an identity signal from a transponder carried by a person at a portal to an enclosure; and
 - b) means for issuing an award to a party identified by the identity signal.
- 20. System according to claim 19, wherein the party identified is identical to the person.
- 21. System according to claim 19, wherein the award is accompanied by no social interaction with the person at the time the identity signal is received from the transponder.
 - 22. A system, comprising:
 - a) means for maintaining a score of bonus points for a customer;
 - b) means for detecting entry of the customer through a portal; and
 - c) means for increasing the score, in response to the entry.
- 23. System according to claim 22, wherein the step of detecting entry is accomplished with no social interaction with the customer.

24. A system, comprising:

- a) means for receiving an identity signal from a transponder associated with a person at a portal to an enclosure; and
- b) means for transmitting a message, in response to the identity signal, to a location which is accessible by the person.
- 25. System according to claim 24, wherein the message comprises an e-mail message addressed to the person.
- 26. System according to claim 24, wherein the message comprises data transmitted to a third party which results in modification of a monetary account of the person.

